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INDIANAPOLIS, SUNDAY MORNING, SEPTEMBER 20, 1891-TWENTY PAGES.

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AN UNCONQUERED PEOPLE

The Araucanians of Chili Have Always Maintained Their Independence.

A Horse-Back Journey Through Their Domains -In the Mud-Palace of an Indian King-Unique Religious Belief of the People.

Special Correspondence of the Sunday Journal. VALDIVIA, Chili, Aug. 18.-When we came down to this important German citywhich is located in the extreme south of Chili, many miles up the Valdivia river, with Corral as its seaport-it was not considered safe to journey in the usual route (by ocean), on account of blockaded ports, and rebel cruisers, and various calamities that are liable to overtake vessels in Chilian waters during these days of war. The only alternative was to travel across country, most of the way on horseback, through what is yet known in the Spanish history as the "Invincible State," being controlled by those unconquerable Indians, the Araucanians. It will be remembered that many years after the Spaniards had taken possession of the rest of Chili they abandoned the hopeless task of trying to subdue the Araucanians, who are the bravest and most interesting Indians in all South America, and magnanimously gave them what they had always possessedtheir independence, which they have ever since maintained. Their territory extends from the Andes to the sea, between the Bio-Bio and Valdivia rivers, and comprises some of the best agricultural sections of the country, as well as the heaviest forests and wildest mountains. Centuries ago the Araucanian "Council of Wise Men" passed a law which punished with death any Indian who should sell his lands to the white man. As they now exist these Indians are divided into three distinct tribes—the Penuenches, who rove the pine forests (Pecheun) of the Andes; the Llanistas, who inhabit the interior llanos or plains, and the Castinos, who live near the borders of Araucania, cultivate the soil, raise cattle, and have voluntarily submitted themselves somewhat to the federal government. Not many years ago a journey across any part of the Indian domain would have been impossible. To this day it is entirely out of the question to visit the savage Pehuenches, for the foolhardy pale-face who ventures within their dark forests and gloomy mountain recesses never returns to tell the tale. Even to cross the open plains of the Llanistas requires no small amount of courage; but a spice of danger adds zest to such an expedition, and one is sure to pick up many curious bits of information concerning those remarkable aborigines, not to mention the barbaric trinkets which every Gringoe's soul covets, ear-rings, bracelets, spurs and stirrups of beaten silver.

MAKE-UP OF THE PARTY. Our party consisted of nine well-armed gentlemen (mostly Englishmen and Germans), led by one who was familiar with the route, having traversed it many times on a mission ot trade which made him welcome among the Indians; several Valdivia ladies, who had come north to visit relatives without considering that the exigencies of war might make return to their homes a difficult matter, and myself and young lady stenographer; a halfbreed interpreter, and a number of servants. We were abundantly supplied with extra animals, tents, edibles and ammunition; besides the photographic outfit which accompanies your correspondent and her assistant as closely as their shadows. Thus equipped for three weeks life in the wil-derness, we cantered out of the military capital of Angol one early morning, and proceeded due southward in the best of spirits. One who has not done considerable gypsying can never form an idea of the exultant sense of freedom that comes to a wanderer beyond the haunts of man -the religious awe that inspires him amid the grandeur of the mountains and the silence of the forests; and the stifled feeling that oppresses him when first returned to civilization, and the hardship of sleeping under a roof between Christian sheets—longing for a bed of skins in the boundless plain and the soft radiance of the stars

through the flap of a tent. I am not going to give you an itinerary of the journey, which was much like other pilgrimages through a wild country. It included many hardships and some perils, days of healthy exercise and ravenous appetites, jolly evenings around camp-fires and nights of soundest sleep. The Casti-nos, who inhabit the borders of Araucania, have farms and comfortable homes, and civilization has done for them what Spanderfully bleached in complexion. Their broad-shouldered women work in the fields, outdoing the men in feats of strength, as well as surpassing them in intelligence; and whenever a Castino husband gets drunk or unruly, his gentle spouse makes nothing of giving him a sound flogging.

A SHREWD LIAR. It is related in history that when the conqueror Valdivia desired to recruit his army, while vainly endeavoring to overthrow the ancestors of these dusky people, he caused his favorite mare to be shod with shoes of pure gold, put on with headless nails. Then he went up to Peru, and induced one of the native princes to race horses with him for a high wager. Of course, as Valward, he said to them, grandiloquently: "Keep them, my children, keep them. In the land of Chili, whither I shall soon return, riches are to be had for the gathering. There, gold and silver are so common as to be of little value; here they will serve to allay your hunger." It is needless to remark that afterwards the shrewd general found plenty of recruits. His statement comes nearer the truth to-day, for in this part of Chili riches may truly "be had for the gathering"—but in golden grain and silvery wheat, which, when harvested, yields from forty to sixty bushels to the acre. All the land lying along the Bio-Bio and in the great plains of the Rio Veragara is wonderfully rich and requires little

After more than a week of easy traveling, latterly through unbroken wilds, frequent piente halts being made for fishing and hunting, we suddenly came in sight, one afternoon, of a Llanisto village. At the same moment a young Indian appeared in the path and stopped the cavalcade to inquire who we were and where we were going. He was evidently acting from au-thority and had been sent from the village to intercept us. It was afterwards disclosed that keen eyes and silent footsteps had been shadowing us for several days, though we had not suspected it. Our interpreter displayed a written passport from "the Great White Father in Concepcion" (the Governor), and assured the Araucanian that we were friends who had come a long way to visit the mighty chief of the Llanistos and his people. Thereupon the smiling warrior exhibited a splendid set of
whitest ivory and informed us that, though
the great chief lived further down the
river, the sub-chief, who was a man of surpassing valor, would be happy to welcome

CALLING ON A GREAT MAN. I confess that it was not without some trepidation we followed our new guide into the center of the Indian camp and halted in front of the largest dwelling. It was a three-room palace of mud and logs, roofed with dried grass, and in its doorway stood

shook hands with each of the men, but of course his dignity forbade such an act of condescension toward "squaws," though they were comparitively white ones—a cir-cumstance we did not regret. An army of boys had congregated in open-mouthed wonder, and, bidding them hold the horses, his blanketed Highness invited us to enter the casa, where his numerous wives were already spreading guanaco skins on the dirt-floor for us to sit upon. He even un-bent so far toward us insig-nificant "women folk" as to introduce his favorite squaw, by a jerk of his thumb in her direction and ours; whereupon that lady immediately began a minute examination of our garments, exhibiting special interest in our boots, hats and gloves, and holding up our watches for the admiration of the other women. Presently a huge earthen pot, containing chicha, was set on the floor in the midst of the company, and several cows' horns brought for drinking vessels. The latter are singular enough to merit description. They are natural horns, scraped, polished and carved, having both ends tipped with native silver. These are for the use of chiefs and well-to-do persons, poorer people being content with drinking out of little gourds, which have been scooped out and the shells carved or painted. We devoutly hoped that squaws might be exempt from the duty of drinking, but there was no such good luck. In an imperative aside our interpreter told us that we must not only drink, but drink with gusto, pretend to like it and call for more, if we would not give mortal offense and endanger the lives of the whole party. Before the ceremony began, the chief required his favorite wife to take a sip from every horn-a custom among the

Having been told by the interpreter why

we were passing through his country, he

Araucanians to prove to stranger guests that the food or drink has not been poisoned. Most of us turned pale with the effort, but every one swallowed a horn full at one fell gulp—or pretended to, after spilling it in the long thick fur upon which we sat. Chicha is not unpleasant to the taste, whether made of corn, wheat, apples or wild grapes, but we knew that in this every dirty female in sight had had a hand, or rather a tooth. HOW CHICHA IS MADE. The Indian way of making it is truth-

fully described by a gentleman who recently saw it done in this part of Araucania. He says: While the women are engaged at their usual vocation, one of them brought out a dish of meal, slightly moistened, and a small earthern jug, both of which she sat upon the ground. One of the girls approached, took a handful of the meal and made it into a ball, which she stuffed in her mouth, and with both cheeks distended, returned to her work. Another followed, and another, until all, from children to blear-eyed old crones were busy munching and chewing, with their faces puffed out like balls, but still managing to keep up a ceaseless jabbering. In a few minutes the first returned and, lifting up the jug, emptied into it the whole contents of her mouth. She took another mouthful of meal and went off, chewing and jabbering as before. The rest followed in due time, and so it went on until the meal was exhausted and the jug was full. I approached one of the women, being puzzled to comprehend these proceed ings, and, pointing to the jug, inquired: "What is that?" "Mudai," she replied; "cume," "cume"-"good," "good." Just then the guide came along, and I asked him what on earth the women were doing "Making mudai, or Indian chicha," he ex-plained, composedly. "Great Scott! the liquor that I have been drinking for a month past?" "The very same," he re-plied; and, without observing the nervous twitching of my mouth, went on to describe the process minutely. A quantity of wheat is boiled over a slow fire for several hours, after which the decoction is strained and set aside to cool. To this a jugful of masticated grain is added in order to produce rapid fermentation, and as soon as fermentation begins the liquor is fit for use. A bumper of the fresh brewed was offered me that evening, which

Amazon," speaks of a native drink prepared in the same way. Warmed into confidence by this "loving cup," the chief informed us that he was a very rich man, having fifteen wives, fifty ponies and many sheep; that his subjects were loyal and contented, as were all the tribe to which he belonged. They were at peace with the world, had good homes and enough to eat; what more could they desire? True, the small-pox visited them pretty often and carried off a great many pesple; but, notwithstanding that depopulator, the Llanistos were the most powerful nation on earth. Through the interpreter we replied that we were not Spaniards nor descendants of Spaniards and that we had read with pleasure how his ancestors had withstood the conquerors; that we sympathized with his warriors, and knew from those facts that they were very brave. The delighted chief beamed from top to toe with pleasure and whispered something to a squaw, who left the room and presently returned with an armful of human skulls. From most of them the face part had been slain while fighting the Araucanians. Some of them had been handed down from generation to generation through several centuries, and were used only by chiefs and wise men to drink out of en great occasions. The others had been taken from enemies during his own time and were used

for drinking-cups at ordinary feasts.

THEIR RELIGIOUS BELIEF.

One of the party, anxious to learn some-

I respectfully declined. This process of beer making is not peculiar to the Araucan-

ians, for Mr. Herndon, in his "Valley of the

thing about the religious belief of these strange people, asked the chief if he were not afraid those dead Spaniards might return some time and claim their heads. His lordship replied, with perfect sincerity, that he did not think it possible, because they were fully occupied up in the clouds fighting with the Indians they had killed, and being themselves killed, over and over again, through all eternity. In reply to the question whether all Indians go to the clouds at death he said that only warriors that had distinguished themselves in battle were permitted to go there. When a common Indian dies he immediately becomes a bumble-bee, having nothing to do but to wander up and down the earth, eating sweet things and stinging his enemies. The Araucanians never have a feast without putting some chicha sugar and other good things on the graves of their dead, so that the bumble-bees, into which the departed have entered, may have their share. When the warrior spirits in the clouds are angry, the friends on earth can see their wrath in the form of lightning; and when they have a great battle with their old-time enemies, and the latter are vanquished, it is known by their howls of distress, which we call thunder. A very great chief, who has led his tribe through many successful battles, goes to a better place than the clouds-he is turned into a volcano; and when things on earth do not please him he shows his rage by spitting out fire and

After an hour or two of this edifying conversation we begged permission to retire and pitch our tents for the night. To this not unreasonable request the chief was loath to consent, saying that we must re-main in his house, where his wives would serve us well. Being placated, however, by the gift of a red blanket, a pair of yellow leggins and a small mirror he reluctantly let us go. FANNIE B. WARD.

It will not, perhaps, be remembered that

Iron Paper. London Paper-Maker.

in the great exhibition in 1851 a specimen of iron paper was exhibited. Immediately a lively competition ensued among ironmasters as to the thinness to which cold iron could be rolled. One iron-maker rolled sheets the average thickness of which was the 1-1,800th part of an inch. in other words, 1,800 sheets of this iron, piled one upon the other, would only measure one inch in thickness. The wonderful fineness of this work may be more readily understood when it is remembered that 1,200 sheets of the thinest tissue paper measure a fraction over an inch. These wonderful

CASH SPENTIN ADVERTISING

Facts to Which the Attention of Business Men of All Kinds Is Invited.

Vast Sums Annually Paid by New York Merchants-Profits of the Business, and How It Has Grown to Its Present Proportions.

Special Correspondence of the Sunday Johnnal. NEW YORK, Sept. 18.-The publisher of the country newspaper who gets a New York advertisement, set in pearl or agate type, and an offer of so much job type at commercial rates, or a gross of patent medicine in payment for a certain number of insertions at the top of column next to reading matter, and who must set the same matter in nonpareil, taking twice the space, and finds at settlement day that more than half the time is checked off against him by reason of the "add" not being set or inserted according to contract, knows what a New York advertising agency is. A good many other people do not. Yet the advertising agent is now one of the most important factors of all speculators in printers' ink.

Upward of \$114,000,000 are now expended in the United States every year for advertising in periodicals and newspapers. That is a very large sum, and if the cash laid out in hand-bill, poster, bill-board ink and rock and fence paint were added the aggregate would be much larger. Advertising expenses are now estimated by every business man as one of the primary and necessary items in conducting a successful business, the same as rent, clerk hire, etc. Yet modern advertising is quite as far in advance of what it was a quarter of a century ago as is the general character of commercial life itself. The shrewd business men who have been quickest to recognize this have made colossal fortunes; those who bave not caught the spirit of the times have been left stranded and broken upon

the shifting sands of competition.
The extraordinary growth of advertising systems in this country is an index of the modern commercial spirit and prosperity. This fundamental principle was never better expressed than to me a few years ago by one of the greatest and most successful advertisers in the United States: "There is more money in an indifferently good article well advertised than in the best thing kept

in a corner." ADVERTISING ON A LARGE SCALE. There are now a dozen large advertising agencies in New York, besides numerous lower grades, with an aggregate invested capital of about \$1,000,000. Thirty years ago the advertising agent, as such, was unknown. From spasmodic and uncertain ventures advertising has become an exact science in the sense employed in commercial transactions. There are quite a number of New York merchants who set number of New York merchants who set aside from \$20,000 to \$50,000 a year for advertising expenses. A. T. Stewart, in his day the most successful dry-goods merchant in New York, used to spend \$100,000 a year in letting people know what he had to sell. A score of the best New York houses lay out about \$25,000 each every year in the newspapers alone, and rightly consider the amount well invested. A new store of prominence goes considerably over that amount, and from \$40,000 to \$50,000 in advertising during the first year is not considered extravagant. Among the many liberal advertisers in the metropolitan press their efforts at \$4,000 or \$5,000 a month would probably not excite remark. The competition of merchants for space is what makes the immense metropolitan Sunday issues possible and profitable—the subscription price scarcely covering more than the cost of the white paper. Two hundred dollars per column in these issues is not thought too much for the returns on the expenditure. On evening papers the prices run from \$50 to \$100 per column. This newspaper space is mostly taken by local merchants and business men of all kinds. But there are certain men and business firms and articles advertised that are familiar to every householder in the civilized world and these can be found in almost every newspaper in the world, every periodical, and on the rocks and fences wherever civilized people can be found. They are so common that they even disarm the hostility of the blue pencil of the editor, great and small, who has con-

Mark the moral! Do these great advertisers act on the narrow principle of many country merchants and cease or curtail these vast expenditures on the ground that everybody knows them and what they have to sell, and that, therefore, continued forts and invent new schemes with the dull season, and thus stimulate slackened trade. By doing so they add to their fortunes. What man, woman or child of intelligence but knows of Pears' Soap, Hood's Sarsaparilla, Hop Bitters, Carter's Little Liver Pills, Pyle's Pearline, Sapolio, Beecham's Pills, Douglas's Three-dollar Shoe, Mrs. Winslow, Mrs. Harriet Hubbard Ayer, Lydia Pinkham, and scores of other similar people and things that are flaunted in the face at every turn? Do they drop out of the list? Not at all. Yet \$100,000 a year seems a very tidy sum. A man can get lots of fun out of \$100,000, and why put it in printers' ink every year? Because ex-perience shows the money thus paid out yields a rich harvest, and that to withdraw the expenditure is to withdraw from the commercial race.

PRACTICE WHAT THEY PREACH.

stitutional objections to advertising any-

body or anything except through the com-

mercial channels of the business office.

The newspapers who preach advertising have made money by practicing what they preach. From the first grand efforts of Robert Bonner, who advertised the New York Ledger by columns and pages in his contemporaries, to the rival daily newspapers of this city who use each other's pages for the same purpose every week, there have been conspicuous examples of the newspaper faith in newspaper advertising. When a metropolitan newspaper pays \$1,000 over the counter of a rival for a single insertion of a display advertisement it is about the highest testimonial of belief in the efficacy of ink. Bonner used to place the opening chapters of his Ledger stories in the most widely-circulated papers and pay reading-matter rates. He paid out thus systematically all the money received over expenses, and the result was the founding of a great story paper and finally a fortune that enabled him to pay \$50,000 for one of his pleasure horses. Other story paper publishers subsequently outdid Bonner. and one spent \$75,000 on a single issue of his paper to be given away on the street corners in every city of the Union simultaneously. The result was immediate, and the new paper became at once one of the most widely read in the United States. This is but an example illustrative of newspaper faith in the advertising doctrine. Every successful newspaper in New York to-day owes that success as much to its enterprise in letting the public know it existed and exists as in its enterprise in printing a good newspaper. And these great journals, homed in palaces of stone and iron, never abating one jot of advertising effort, are splendid monuments of advertising shrewdness.

HOW THE BUSINESS IS CONDUCTED. As before remarked, there are now great agencies, middlemen, who have come to occupy a position between the advertiser and the press that is very important. All great advertisers, especially those desirous of reaching the general public, operate through the advertising agents. In New York some five hundred men are engaged in the advertising agencies, while a good

agents make as high as \$15,000 per year in commissions—a great number from \$2,000 to \$5,000—which is more than most first-class 'editors and general all-round newspaper men get. This applies only to the "hustlers"—men who actually solicit. The managers and firms realize considerably more. They are generally wealthy. Their fortunes are built upon from 10 to 15 per cent. of the advertising business they handle. vertising business they bandle. The advantage of the agent to the general advervantage of the agent to the general advartiser can be seen at a glance. If you had a certain advertisement which you wish to place in a certain class of publications, it would be a long and difficult job to arrange with each of such publications separately, and the aggregate cost would be more, thus taken, to say nothing of the difficulty of watching your advertisement to see that it appeared according to contract in every issue. If you were using one hundred daily sue. If you were using one hundred daily papers or more, it would be an impossibility. So you hire a man to do it. That is, you go to the advertising agent, who has a long list of newspapers, magazines, etc. He can give you the relative value of each as to circulation and importance for your purpose, the rates in each. and everything.

He will have an experienced professional writer of advertisements
get up your advertisement and a
clever artist draw the designs of your cuts, if any are to be used, and he will have these cuts made and a proof of the whole as it is to appear in print submitted to you for your approval. If the "ad" is for a magazine, a cut of the page and a proof thereof will be furnished, showing just how it will look, relatively, with other advertisements. Once approved the "ad" vertisements. Onco approved, the "ad' will be sent out to the papers and periodicals agreed upon. When it has begun to run the agent will inspect every issue in which it is to appear under contract, and the appearances will be checked up on the books, deductions will be made where it has been left out or appears in the wrong place, and the publisher must make the error good. You have nothing to do with it, and don't have to bother with it, except in the trifling exception of settling the bill on account rendered. As, in the meantime, you have become pretty busy answering correspondence connected with the "ad," you don't mind that.

The benefits derived from this system are accrue to the publishers, whose business complications are greatly simplified. The great advertising agents are to the business office of a newspaper or periodical what the Associated Press is to the news department. The discounts are not larger than the cost of special service. Some very respectable journals cling to their old traditions, but the magazines have wholly surrendered to the advertising agents. Such men as L. H. Crall, George P. Rowell & Co., J. Walter Thompson & Co., W. W. Sharpe & Co., Dauchy & Co., the National Advertising Agency, Frank Kiernan & Co., and others of like respectability largely control New York general advertising and cut a pretty wide swath in local advertis-ing outside of "wants" and "for sales," and similar small items. It keeps the big New York papers busy, root and branches, look-

ing after these. It is said by Mr. Hill, who has been with the firm of J. Waiter Thompson & Co. since that establishment started, seven years ago, with two clerks, and has grown to thirty-five, and therefore knows the busines thoroughly, that upwards of \$600,-000 a year in advertising comes here from abroad. The English advertisers especially are indefatigable in reaching for our market. This is more noticeable every year. Several enterprising Americans have established agencies in London with American branches, and several American houses have organized London and Paris braches. These make a specialty of international advertising and take in some \$300,000 of our money every year. English advertising differs in some respects from ours. The English postal laws are not so stringent as ours in respect to advertise-ments, and you can stick an "ad" in an English magazine anywhere. Philadel-phia and Boston divide the greater part of the advertising business of the country with New York.

CHARLES THEODORE MURRAY.

New Inventions Do Not Displace the Old.

The Engineer, a periodical which ought to exercise extraordinary care in stating a fact, says that the type-writer has ruined (mind the word) the ink trade, and cites as proof that ink-peddlers offer all sorts of in-ducements to buy a quart of ink at 75 cents, such as free advertisement of the buyer's business in atlases or directories. cut-glass outfits for the desk and other gifts. As 50 cents has been the standard price of a quart of ink for several years, and as all sorts of inducements to buy a quart at 75 cents were offered years before the type-writer came in, the word "ruined" seems a little hasty. Besides, ink of a certain kind is a necessary accompaniment of the type-writer. The fact is, however, that the type-writer, like the sewing-machine, is not a substitute for an old way. There are more needles and thread sold now for handsewing than before the days of Singer and Howe. There will be more pens, pencils and ink sold hereafter, no matter how many type-writers are put on the market. The development of the locomotive has been attended with a tremendous facrease in the number of horses. This failure to substitute is a constant feature in the progress of invention. They are still making distaffs and spinning-wheels for the manufacture of home-spun cloths in Can-ada and the neighboring counties in the United States.

The Pure Yankee Drawi. Rutland Herald.

The slab-sided Yankee and the Yankee drawl are popular delusions. That is to say, slab sides and drawling are less prevaleut in Yankeedom than in some other places-they are not distinctively Yankee productions. "Caow" and "haow" and the like may be heard, more or less, in every town in Vermont, but the pronunciation is not the rule and is most noticeable among illiterate people. So in all New England. But if any one will go down the coast and cross the Hudson river, he may hear that drawl with such abominations as are never approached in Yankee land, and that among all classes of people. He will find it strong in New Jersey, faint and rare in the Philadelphia region, where the Dutch seem to have given a kind of broad brogue to all mankind, but strong again southward to Virginia, where the people are of English stock. No doubt the "caow" pronunciation was brought over from England with other things good and bad, and planted wherever colonies were established. The drawl is an offensive thing—a barbarous thing, as reckoned in New England—but it now really belongs less to Yankeeland than to some other sections.

The Funny Man's Strong Point, New York World.

A profound and mextinguishable melancholy afflicts the funny man. Some attribute this to remorse at the fossil and fraudulent jokes he occasionally foists on a confiding public; others are of opinion that he thinks his true sphere tragedy and revolts at being a mere literary clown. But neither supposition is correct. The funny man is a man of infinite compassion. He sorrows for those who are compelled to read his productions. He rises up with a pun and comes down with a paug. He sledge-hammers together a witticism, and when it is laughed at goes off into a corner and gives himself up to grief. Philanthropy, not facetiousness, is the

funny man's strong point. Smart Vermont Mule.

Boston Transcript.

He was left standing by a grassy wayside, with lush vegetation up to his knees; he yearned to get his nose into it, but he, was checked up so tightly that he could not lower his head at all. He seemed to spend some time in contemplation of the grass and in meditation on the situation. and then he deliberately bent his knees and knelt down upon the ground. This reverent attitude brought his nose into contact with the grass, and here he continued to browse comfortably until his owner came along.

More to Be Thankful For. New York Advertiser.

We have more than the bountiful crops a man of powerful frame, with an extremely ugly, but rather intelligent, face and an abnormally large head, whose size was exappered by a bushy shock of coarse hair.

In the advertising agencies, while a good iron sheets were perfectly smooth and easy have their own special men here. Perhaps that they were porous when held up in a grand and these men would not be overstated at half glorious epoch. to be thankful for. An authority informs

A FEW TESTIMONIALS:

JNO. C. NEW.

President Harrison Says:

MR. GEO. C. PEARSON: Dear Sir-I am no musician myself, but my wife and daughter are, who regard the Hazelton Piano as in every respect satisfactory, and say that they would not desire a better in-BENJAMIN HARRISON.

The Hon. John C. New Says:

S. A. HARLAN,

WM. M. LEVEY.

CHAS. F. DAWSON.

MR. GEO. C. PEARSON: Dear Sir-It affords me great pleasure to say that the Hazelton Bros. Piano purchased some nine years ago has given perfect satisfaction in every respect. We have had instruments of other celebrated makes in our house, but none of them proved so satisfactory as the one now in use.

Mrs. Joseph E. McDonald, Wife of Ex-Senator McDonald, Says:

MR. GEO. C. PEARSON: Dear Sir-It gives me pleasure to testify to the excellency, in every respect, of the beautiful Hazelton Upright Piano which I purchased from you. The instrument certainly possesses all the qualities combined which constitute a thoroughly perfect piano, making it an instrument to be desired by every lover of music. MRS. JOS. E. McDONALD.

Charles Soehner, the Well-Known ex-Plano-Dealer, Says:

MR. GEO. C. PEARSON:

Dear Sir-My father and myself were engaged in the piano trade for nearly thirty years, and during that time handled almost all the leading brands of pianos, such as Steinway, Hazelton, Chickering, Knabe and others, but none of them proved so entirely satisfactory in every respect as the Hazelton. Yours truly, CHARLES SOEHNER.

MR. GEO. C. PEARSON:

Dear Sir-We thought we were purchasing the "best piano" when we purchased an Upright Steinway & Sons, but we soon discovered our error after becoming acquainted with the Hazelton Pianos, which had found their way into the homes of so many of our friends. We became so dissatisfied with our Steinway that we purchased a Hazelton Upright Piano and traded our Steinway as part pay, and three years of use has fully convinced us that we now have what we thought

we were getting at first, "the best piano." Yours truly, HENRY WETZELL.
(Pearson & Wetzell, Wholesale Queensware.)

Hon. L. T. Michener, Attorney-General, Says:

MR. GEO. C. PEARSON: Dear Sir-The beautiful Hazelton Bros. Upright Piano which I recently purchased from you is giving entire satisfaction. It is much admired by all who see and hear it. because of its full, rich tone and exquisite workmanship. My wife and daughter join me in thanking you for selecting for us so fine an instrument. L. T. MICHENER.

Fred Fahnley, of Fahnley & McCrea, Says:

MR. GEO. C. PEARSON: Dear Sir-We made selection of our Hazelton Bros. Upright Piano from among the Steinway, Hazelton and Knabe Pianos. In the comparison the Hazelton showed itself so far superior to others in tone, touch, finish and workmanship that we purchased the Hazelton, and eight years of use has fully con-

vinced us that the Hazelton Pianos stand unrivaled. Yours very respectfully, FRED FAHNLEY. MR. GEO. C. PEARSON:

Dear Sir-Not knowing that there was any material difference in the durability, tone, etc., of the well-known brands of

pianos, we had a Decker Bros. Piano brought to our house, with a view of purchasing; but it proved so unsatisfactory we with a view of purchasing; but it proved so unsatisfactory we laborers, and have somehow become wonthorough examination of all the leading pianos, and the result was the purchase of a Hazelton, and any one wanting a piano and wishing to get the best will do well to purchase this well-Yours respectfully, E. T. ALLEN. known make.

MR. GEO. C. PEARSON:

I consider the Hazelton Bros. Piano, which I purchased some eight years ago, to possess all the qualities of a perfect piano. My piano has been used for teaching purposes and my pupils all wed to practice on it several hours each day, but, notwithstanding this hard usage, it has only required tuning but three times in eight years. I regard the Hazelton to be the finest toned and most durable piano made.

Yours respectfully, HATTIE WISHARD (Music Teacher.)

Indianapolis, Ind., June 2, 1885. MR. GEO. C. PEARSON:

Dear Sir—The Hazelton Grand Piano purchased by me is divia expected, the golden shoes fell off, ery satisfactory in all respects. The members of my family and were left on the field. When some of who use the piano are well pleased with the full, rich tone of the common people picked them up and the instrument. Yours respectfully. R. S. FOSTER. took them to their owner, in hope of a re-Yours respectfully, R. S. FOSTER.

Indianapolis, Ind., June 12, 1891. MR. GEO. C. PEARSON, City:

Dear Sir-Words can hardly express the satisfaction and pleasure we derive in owning so fine an instrument as the beautiful Hazelton Bros. Upright Piano purchased from you. It gives us so much better satisfaction than the Decker Bros. Upright Piano which we traded to you in part pay on the Hazelton Piano. Yours respectfully, MRS. G. G. HOWE.

The remarkable wearing qualities of the celebrated HAZELTON PIANOS are such that after ten or fifteen years of use they show so little signs of wear and retain their first full, rich quality of tone to such a wonderful extent that they are readily mistaken for new pianos. They are fully warranted for ten years, just twice as long as any other first-class piano. Beautiful new styles for 1892 just received; cases finished in ebony, mahogany, English oak, French burl and Circassian walnut, with beautiful hand-carved and engraved panels.

Our stock of Pianos and Organs is so large and complete that no house in the West offers equal opportunities for selection KRAKAUER BROS. and STERLING PIANOS.

PACKARD and STERLING ORGANS. Our low prices and easy terms of payment are such that no family need be without an instrument. Persons at a distance may order with the assurance of receiving just as good an instrument as though present to select for themselves. If not found satisfactory it may be returned at our expense.

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Nos. 82 and 84 North Pennsylvania Street,

Fine Piano Tuning and Repairing a Specialty. SQUARE, \$2; UPRIGHT, \$2.50.

INDIANAPOLIS, IND.